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WHAT TO SEE IN PHILADELPHIA

Compliments of

JOHN WANAMAKER

Philadelphia

WHAT TO SEE
IN
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PHILADELPHIA

THE student of American history and American institutions will ever find in the "City of Brotherly Love" perpetual surprises and an inexhaustible interest. It is the city of origins. Philadelphia was not made: it had its birth in the concurrent circumstances which helped to make the Nation. Philadelphia is focal. It occupies the unique place of holding within its environs the birthplace of the United States. Here the Declaration of Independence was drafted and promulgated; here the Constitution of the United States was framed and finally ratified; here was the first seat of the government of the great Commonwealth of States; here "Old Glory"—the Stars and Stripes—the flag of the Nation, was first made; here may be seen the "Old Liberty Bell" whose bronze tongue first proclaimed "Liberty throughout all the land."

¶ The historic structures holding these reverent memories are still preserved and invite the lover of his country. Philadelphia holds also a unique place in the commerce of the Nation. New and startling principles of trade inaugurated here and fostered by the genius of a high-minded mercantile spirit have swept the world. It is a typical American city. It is a city of quaintness and beauty. Its ample parks, driveways, boulevards, public buildings, museums, churches and institutions of learning, together with its scores of institutions founded for the amelioration of human suffering and the uplift of humanity, make it a city for the Nation to be proud of; a city the visitor will ever hold in a glad place in his memory.

THE LIBERTY BELL

Independence Hall, Chestnut Street, between Fifth and Sixth

THE brazen tongue of this old bell, America's most sacred relic, first announced the legal formation of the United States. It will ever remain the tocsin of independence. It hangs within the main corridor of Independence Hall from the old oaken yoke from which it swung on that memorable 8th of July, 1776, when its hoarse notes did "Proclaim liberty throughout all the land."

INDEPENDENCE HALL

Chestnut Street, between Fifth and Sixth

THE most historic, the most venerable and the most sacred of all Philadelphia's structures. The visitor here walks with Washington, and Jefferson, and Adams, and all the loyal hearts of the Colonial period. Alive again are those early scenes when every hour tried men's souls, and which finally culminated in the patriotism of the proudest crisis of American history—the immortal Declaration of Independence, signed in this building, and from whose steps it was proclaimed in 1776.

CARPENTERS' HALL

Chestnut Street, between Third and Fourth

IF Independence Hall could have a twin sister, the relationship would be found in Carpenters' Hall. Many students of American history accord it the same veneration. It is built of brick and stands at the head of a court running south from Chestnut street, between Third and Fourth. Within the walls of this modest structure the First Continental Congress assembled on September 4, 1774, and it was here that the liberty was conceived which had its birth in Independence Hall. Today it is a museum of American history.

THE BETSY ROSS HOUSE

Arch Street, near Third

THE "Old Flag House." In May, 1776, Washington and a committee employed Betsy Ross to make a sample flag of thirteen stars and thirteen stripes, which was adopted by Congress on June 14, 1777, as the ensign of the nation—the flag destined to become "Old Glory"—the proudest, freest flag on land or sea! Under this peerless starry emblem men have gone down in battle, but Liberty lives on.

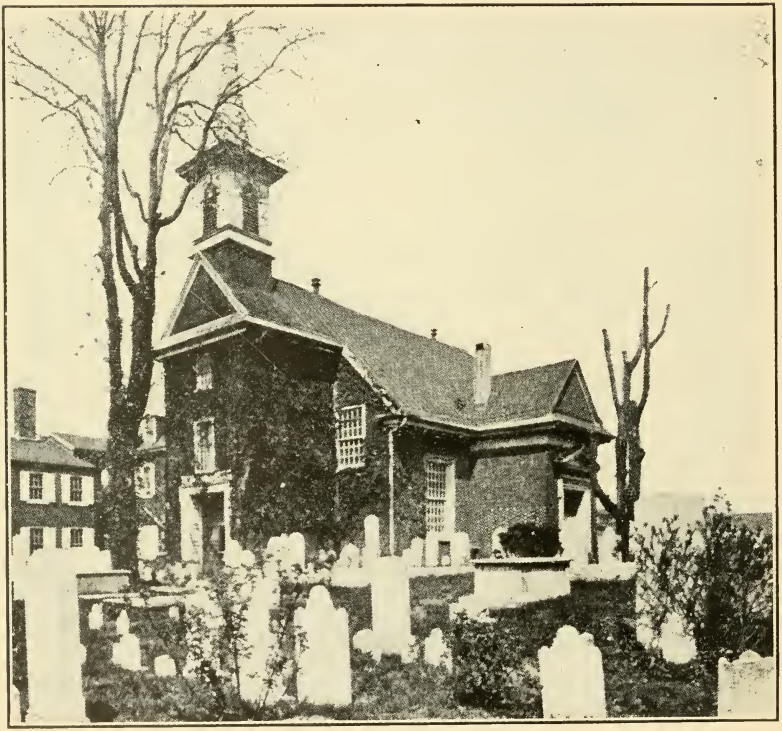
THE LETITIA PENN COTTAGE

West Fairmount Park, North of Girard Avenue

WILLIAM PENN constructed this cottage for his daughter Letitia. It was the first brick house erected in Philadelphia, and the deed bears the date of 1682. The original house stood in a small street known as Letitia street, between Front and Second streets, and running south from Market street. Finally, because of business encroachments, the house was taken apart, piece by piece, and removed to its present commanding site in Fairmount Park. Here the visitor may feast on the relics of those wonderful bygone days, and also see one of the wonderful Park vistas.

OLD SWEDES' CHURCH (Gloria Dei)

Swanson Street, below Christian



THIS church was dedicated as the "Gloria Dei Church" and is the oldest church in Philadelphia. The edifice, which was begun in 1698, was dedicated July 2, 1700. It was long looked upon as a masterpiece of ecclesiastical architecture and an imposing public building. The bell which hangs in the spire was cast for the church in 1643 by G. Hedderly, and bears this inscription, "I to the church the living call, and to the grave do summon all." The gravestones in the old burying ground bear the names of many patriots and illustrious sons of Pennsylvania.

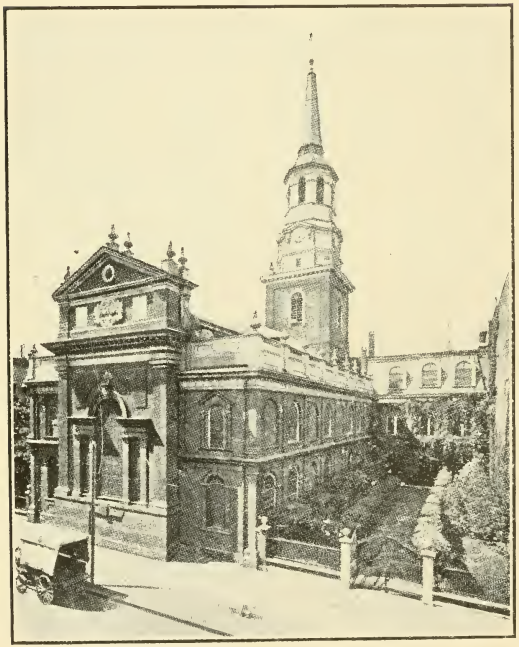
BENJAMIN FRANKLIN'S GRAVE

Christ Church Cemetery, Southeast corner of Fifth and Arch Streets

FRANKLIN has been called "the wonder of Europe and pride of America." His dust, together with the remains of his wife and infant son, lies beneath this modest marble slab in Christ Church Cemetery. The man who harnessed the lightning recks nothing of the world's progress that surges about his tomb. Within this old churchyard may be found the graves of many notable signers of the Declaration of Independence.

CHRIST CHURCH

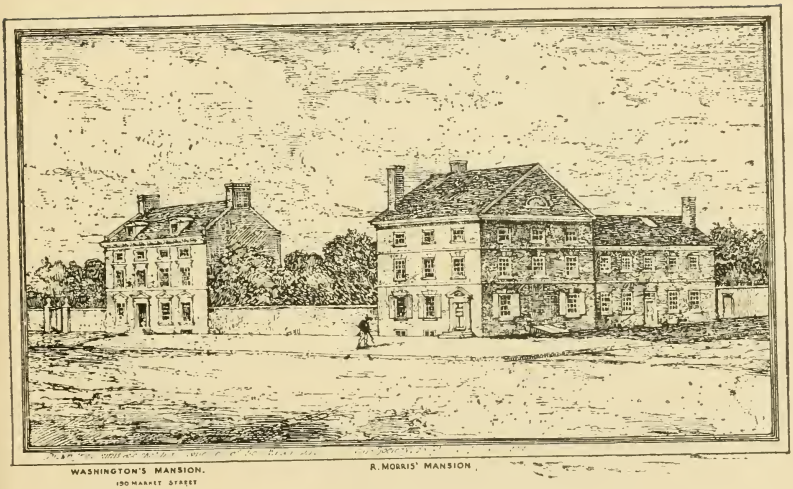
West Side of Second Street, North of Market



THIS notable building is closely interwoven with the life and history of Philadelphia and the nation at large. It was erected in 1727 to replace a one-story structure which had occupied the site since 1695. President Washington and President Adams each had a pew within this sacred edifice. Here Franklin and Henry Clay worshiped. A portion of the Communion service was presented by Queen Anne and is today an object of historical interest. The burying ground holds the bodies of a host of Revolutionary patriots.

WASHINGTON'S HOUSE

Market Street (then High), near Sixth



THE building on the left was the Philadelphia home of George Washington while President of the United States, and later became the Schuylkill Bank, one of the earliest of Philadelphia's banking houses, and an institution famous in the financial annals of the city. This landmark was finally to give place to Oak Hall, where, in 1861—on the very day when Fort Sumter was fired on—John Wanamaker founded his business. During the days of Washington's official residence here, within the enclosure of the high brick walls, this old mansion was the scene of gay activity and lavish entertainment.

OAK HALL

Sixth and Market Streets

Oak Hall, Sixth and Market Streets, Philadelphia. John Wanamaker and Nathan Brown, Partners, Founded the Wanamaker Business Here in 1861, thus Connecting the Wanamaker Business with Two Great Wars

THE WANAMAKER STORE
PHILADELPHIA

The Largest Retail Store in the World

The Building is Twelve Stories High, Three Stories Below the Street Level, and Contains Forty-five Acres of Floor Space

Wanamaker's Chestnut Street Entrance

THE magnificent entrance on the Chestnut street side of the Wanamaker Store leads into what is now the most beautiful and wonderful store in the world—*the store of mutuality, the store of hospitality, the store of service.*

For fifty years this business has been growing, until now, in its Golden Jubilee Year, it stands a wonder of the world, not only in architectural beauty, but in its distribution of trustworthy merchandise at uniformly right prices, and in its prompt service and assistance at all times.

It is unique in its efficiency.

A store where you may buy any article of merchandise, which will be delivered free according to the regulations of the Wanamaker World-wide Free Delivery.

A store having one of the finest restaurants in the world, with a Visitors' Headquarters stationed in the Rendezvous, an extensive suite of beautiful lounging rooms for the public comfort.

A store equipped with the Marconi wireless telegraph.

A store having excellent taxicab service (Wanamaker's unlimited 20 per cent. discount).

Wanamaker's Carriage Entrance, Juniper St. Showing Vista of City Hall Through Arch of Driveway

Grand Court in the New Wanamaker Store, Philadelphia, Containing the Grand Organ, the Largest Organ in the World

Vista from Grand Court, Looking Toward Juniper Street Entrance

The Men's Lounge, on the Subway Gallery

LONDON SHOP FOR MEN

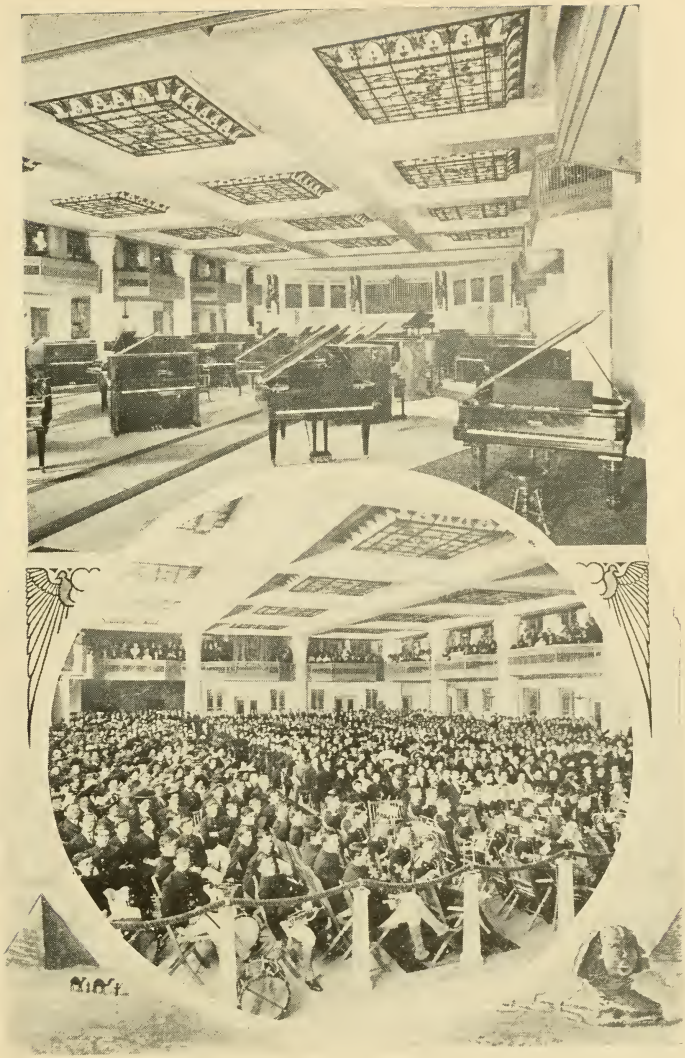
ABOVE is a glimpse of the Men's Lounge, adjoining the London Shop—a men's shop where all that is new in London is here for any man. Englishmen, above all men, dress comfortably, and yet with an undoubted air of distinction. If you would have an English top-coat, a motor duster, your suit or shirts made to your measure, visit this shop—where every order will be promptly executed, and where you will find clothes which are different, which are exclusive, and which are correct.

A Glimpse of the London Shop

LIKE the Grand Court, Egyptian Hall is one of the most inspiring features of the Wanamaker Store. Here concerts of a high order are given, and superbly illustrated lectures of the first educational value. The illustration on the right shows the hall in use during a great exhibition of pianos—the Piano Store embodying one of the most distinctive permanent exhibitions to be found anywhere. Whether you desire a piano to fit a "period" drawing room or one for the tiniest and most modest of homes, our display holds for you knowledge equally valuable.

But the Wanamaker Stores have not stopped with the mere marketing of pianos and other musical instruments. They have made of their piano business a great musical and educational force, by providing this great concert hall of rare beauty, wherein, free to the public, are given frequent musical festivals. In this notable work they have been given the cordial and very helpful co-operation of the musical profession. Here have assembled some of the great music masters of the world. Here have played great virtuosi of the organ, the piano, the violin and other musical instruments. Here leading composers have interpreted their own original compositions.

For music lovers the world over, the great organ, the largest and most complete in the world, with its total speaking stops numbering 140 and its 10,059 pipes, is located in the Grand Court, the very centre of the store. This sublime instrument opens up a new world to the virtuoso and a larger world to the ear of every lover of music.



Egyptian Hall, Wanamaker Store, Philadelphia, used as a Piano Salesroom and as an Auditorium for Concerts and Educational Lectures

THE GREAT CRYSTAL TEA ROOM

THIS splendid Tea Room, on the eighth floor of the Wanamaker Store, occupies the entire Chestnut street front, and can be reached by forty-eight elevators. It is an unusually lovely room, the treatment being French Renaissance, with the wood, which is oak, finished in Circassian brown. As the name implies, the artificial illumination of the Crystal Tea Room is given by beautiful crystal electroliers, which are most unusual and a marked feature of the room.

The kitchens are sanitary and roomy, having a model ventilating system which makes them cool and comfortable in even the warmest weather. A special department is given to nearly every kind of food. There are the sea-food rooms, butter shop, ice department, etc., making good and prompt service possible.

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CORONATION RED ROOM
IMPERIAL BLUE ROOM
GOLDEN JUBILEE ROOM

The Men's Section comprises three rooms: the Coronation Red Room, a delightful reading or smoking room; the Imperial Blue Room; and the Golden Jubilee Room, named in honor of the Wanamaker Golden Jubilee.

These rooms, as well as the Great Crystal Tea Room, upon which they open, because of their beauty, excellent management and delicious cuisine, are among the most delightful places to lunch in Philadelphia.

Dainty china, Colonial silver and fine table linen are used, making the tables most attractive.

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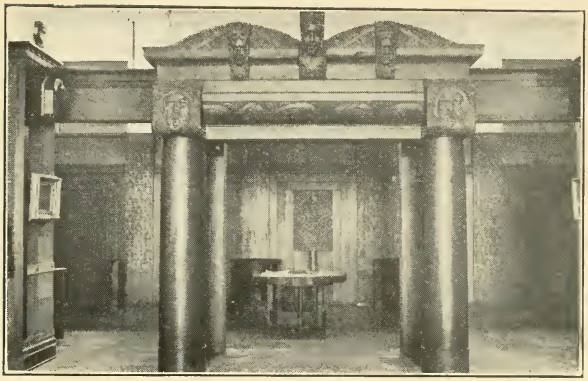


A Late Expression of German Art

THE RENDEZVOUS
OR VISITORS' HEADQUARTERS

AT the close of the Louisiana Exposition, held in St. Louis in 1904, the Wanamaker Store bought the German Exhibit of Arts and Crafts shown in the Varied Industries Building. These rooms are now installed on the eighth floor, next to the Great Crystal Tea Room, where visitors are cordially invited to use and enjoy them.

Here any information you want will be given you; here you may check your parcels; here you may telephone. As rooms of public comfort they are unique and restful, and a delightful meeting place.

A Glimpse of the Rendezvous

THE Jewelry Store, Chestnut street front, stands by itself in its comprehensiveness. All that is beautiful both here and abroad is closely studied, and here may be purchased not only wonderful gems, but silver and glassware in the newest designs, at moderate prices. Every one who knows Europe comes upon corners in the various salons where one has a sudden feeling of being in the Old World, so faithfully have we followed all that is good in it and adapted it to American needs. So, in the Jewelry Store odd pieces of jewelry and unusual setting are to be found.

ON the fifth and sixth floors great displays of furniture of all sorts are shown. Period furniture, true in its reproduction to the finest art of cabinet-making, such as Sheraton and Hepplewhite; drawing-room sets in the styles of Louis XV and XVI, as well as a great assortment of less expensive but well-made furniture for homes of modest furnishings. During the summer months the rustic and wicker furniture appropriate for porch or garden is displayed in unusually beautiful and effective ways, suggesting the manner of its uses.

THE connoisseur of fine china and bronzes will find pleasure in the displays shown on the fourth floor. Articles of rare beauty are shown, as well as the more practical china and glass for everyday use; wherever in the world fine wares are to be found, there our representative has traveled to bring them here, enabling us to show a permanent display unrivaled in variety.

THE Housewares Store will interest every woman, in fact, everybody, for there all the little conveniences of life, all the latest labor-saving contrivances of every description which are worthy of place, may be found. There are quite as many articles for the kitchen and pantry and household generally as for personal convenience.

THE Rug Store is a notable part of this great business. Here may be found an unusual number of Oriental rugs of rare designs: rugs which we import ourselves, making it possible at times to offer them at remarkably attractive prices.

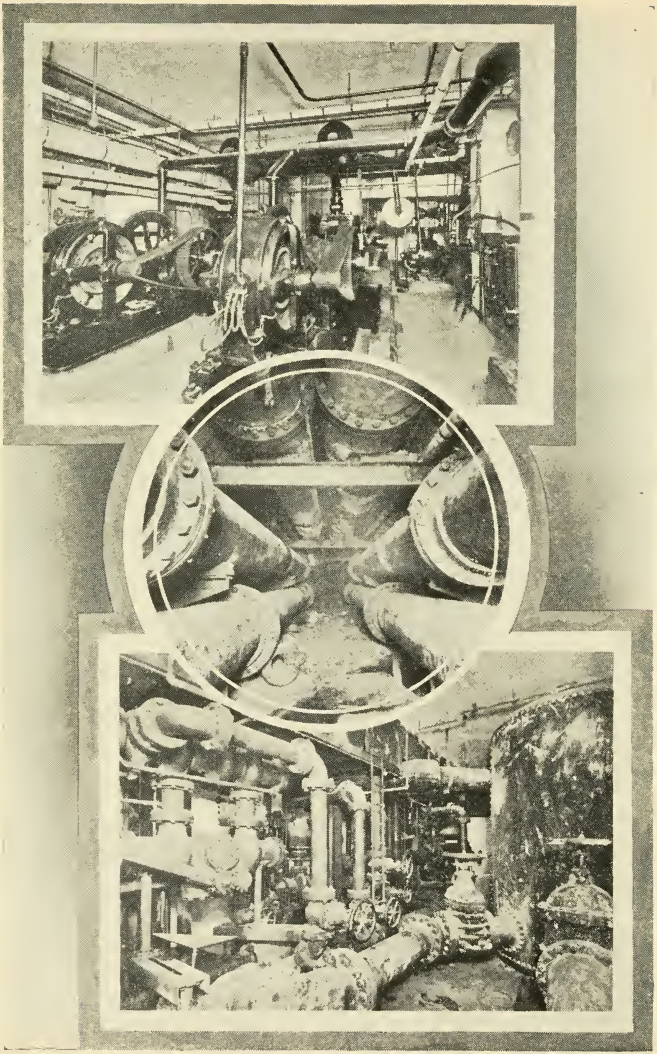
The domestic rugs are also very attractive, and are shown in an almost unrivaled variety.

PARIS is the world's greatest atelier of women's fashions, the ideas for everything that a woman wears are born there and developed with wonderful and exquisite facility. Very naturally, then, the staff which we maintain in our Paris office gives accurate and quick fashion service, which has kept the Wanamaker Stores in the first position of prominence as fashion authorities. Twice a year great exhibitions of beautiful Paris gowns and hats are held, while weekly shipments of new Paris millinery keep the Millinery Salons constantly brimming with ideas. Indeed, throughout the store the influence, good taste and beauty of Paris modistes and couturiers is distinctly felt, not only in hats and gowns, but in all branches of dress; in the exquisite French lingerie; in corsets and in the little accessories. As soon as a style or a new idea is launched in Paris, the Wanamaker store is informed of it; and that style or that idea is at once found here. Indeed, so close is the contact between the Paris Bureau and the stores here, that any matter of great interest is cabled; and so closely is the Paris Bureau in touch with the new ideas of Paris, that a fact is sometimes known by us here, in America, before Paris itself has quite realized it.

TO "speak truly of the store and its merchandise" is the simple rule of Wanamaker publicity; while its conception of a great store's duty to the public may be summarized:

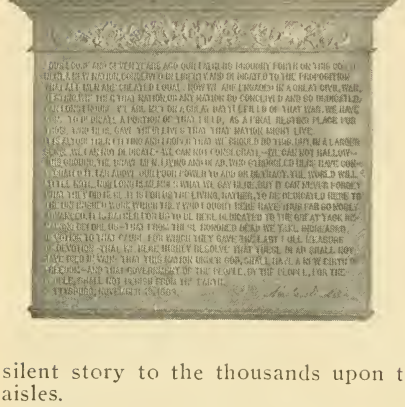
To gather conveniently under one roof all the world's products for personal wear and home-furnishing, selecting with expert care and wise discrimination; buying always the best, but buying with such knowledge and judgment as to admit of selling at the lowest possible prices; recognizing the FACT that good morals and good manners are as important as good merchandising; that the customer's comfort and convenience deserve first thought; and that NOTHING BUT PERFECT SATISFACTION EVER SEALS A SALE.

Cold Air Fur Storage Vault, in the New York and Philadelphia Wanamaker Stores, Where the Temperature is Kept Ten Degrees Below Freezing



Vacuum Pumps and Tanks. Tunnel under Thirteenth Street, showing how power and light are conducted from the Power House to the Philadelphia Wanamaker Store.
Also showing elevator valve gear beneath all elevators.

PATRIOTIC TABLETS

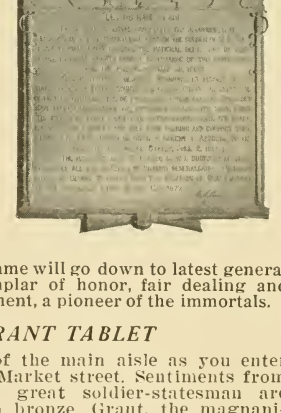


WANAMAKER'S is infinitely more than a vast mercantile emporium—more than a museum where may be found the treasures of the thirty-two points of the compass—more even than an exposition of art and architecture. It is a place of PATRIOTISM.

On the walls of this great commercial temple may be found tablets erected in bronze to the makers and saviors of the Republic—tablets that tell their silent story to the thousands upon thousands who throng these vast aisles.

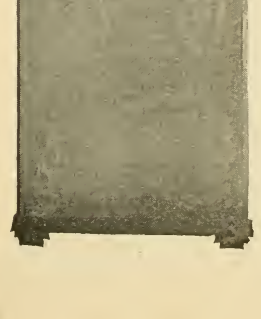
LINCOLN TABLET

This bronze tablet, to be found immediately as you enter the main aisle on Market street, contains the immortal speech of President Lincoln delivered at Gettysburg at the dedication of the National monument to the soldier dead. An address which will live when speech moulders and lips are dumb. There is no second and there is no third.



PENN TABLET

To the left of the Juniper street entrance, William Penn, the founder of the great Commonwealth of Pennsylvania, is declared in bronze as setting forth his immortal principle of walking on the broad pathway of good faith and honor. A man whose name and fame will go down to latest generations as the exemplar of honor, fair dealing and righteous government, a pioneer of the immortals.



GRANT TABLET

To the right of the main aisle as you enter the building on Market street. Sentiments from the lips of the great soldier-statesman are here set forth in bronze. Grant, the magnanimous, the man who, after he had made all his foes sheathe their swords, uttered his undying sentiment—a sentiment that finds an echo in every patriotic heart, "Let us have peace."

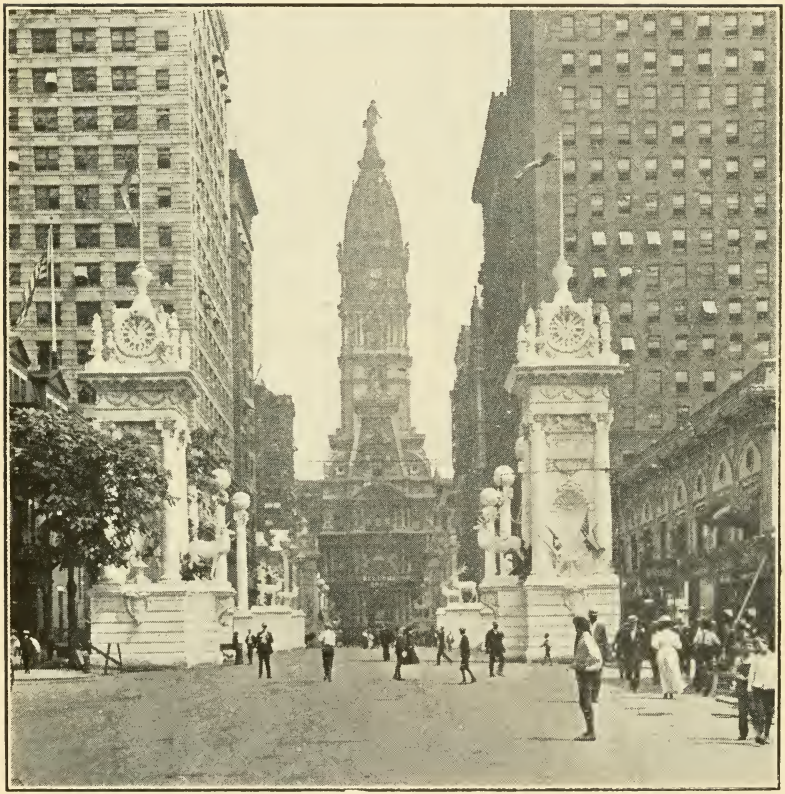
The Elm Treaty Tree as it Appeared in Penn's Day in Shackamaxon (now Kensington, Philadelphia)

CITY HALL

CITY HALL covers an area of over four acres of ground. The basement is of granite construction, and the superstructure of Massachusetts marble, with a cost, including furnishings, with a rise of twenty millions of dollars. It occupies what in the early days of Philadelphia was known as Center Square, and later as Penn Square. It is a world-imposing sight. The great pile of marble and granite is surmounted by a lofty tower holding a colossal statue of William Penn, who looks out over the city toward the Treaty Elm. The circle of electric lights about the head of this statue may be seen at night for a distance of over thirty miles. The Supreme Court room is considered the most ornate in the world.

BROAD STREET

Looking Toward City Hall



BROAD STREET is the great north and south thoroughfare of the city, extending from the northern suburbs south to League Island. It is 120 feet wide and more than 15 miles in length. The view here presented was taken at the time of the visit of the Elks to Philadelphia, and shows the Land Title Building on the left and the North American Building on the right.

BROAD STREET STATION

Pennsylvania Railroad Depot

THE Pennsylvania trains run into one of the largest sheds in the world. The building is opposite the great City Hall, and is built of granite and brick, with terra cotta trimmings. Its eleven stories of Gothic architecture, holding sixty million pounds of iron, with its vast roof covered with translucent glass, make out of this highway of the people a place of inspirations and add another contribution to the beauty of the city.

PHILADELPHIA AND READING TERMINAL BUILDING

Market and Twelfth Streets

A WELL-NIGH perfect example of imposing architecture. Two stories of New England granite, crowned by six stories of pink-tinted brick, trimmed with white terra cotta. Spacious waiting rooms, noble entrances, and provisions of comfort for the thousands who daily crowd this highway of steel.

THE PENNSYLVANIA ACADEMY OF THE FINE ARTS

Broad Street, Corner of Cherry

THE style of architecture of this interesting building is Venetian. Above the entrance is a mutilated statue of the goddess Ceres, exhumed at Megara, Greece. Within these picturesque walls may be found a large library and a priceless assemblage of art treasures. The Academy supports schools in drawing, painting and sculpture which rank among the first in America.

GIRARD COLLEGE

Ridge and Girard Avenues

AN imposing structure of noble Corinthian architecture, founded and endowed by the splendid munificence of Stephen Girard, philanthropist, merchant and patriot. In 1812, when the United States government needed money, he loaned it $5,000,000. The school was founded for the training and education of poor orphan boys, and right royally has this mission been fulfilled. In the south vestibule the ashes of Stephen Girard repose in a noble sarcophagus; while above it there is a striking statue of the founder, from the chisel of Gevelot.

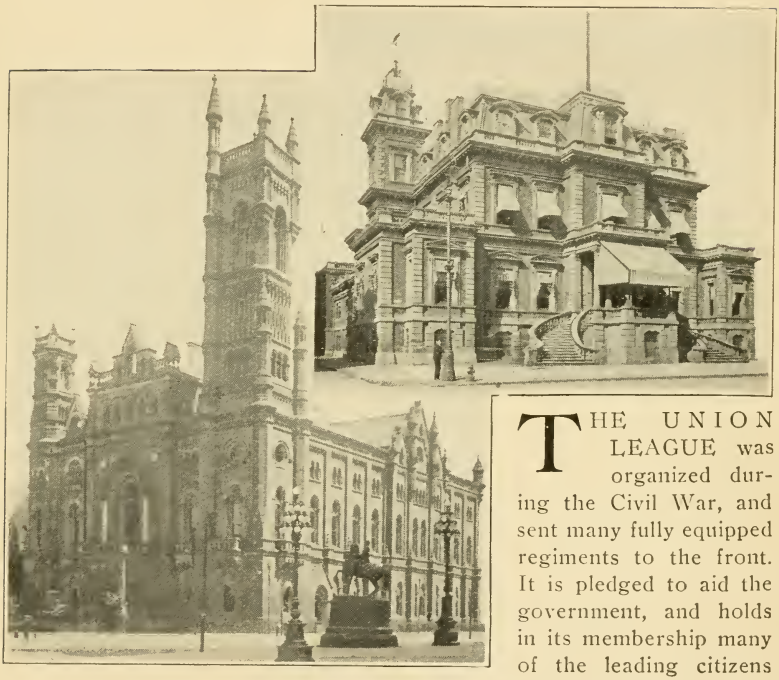
MEMORIAL HALL

Fairmount Park

MEMORIAL HALL was erected by the city of Philadelphia at the time of the Centennial, at a cost of $1,500,000. It is the permanent home of the Industrial Art Schools. The wealth and variety of its exhibits would repay a visit across the continent.

THE UNION LEAGUE

Broad and Sansom Streets



THE UNION LEAGUE was organized during the Civil War, and sent many fully equipped regiments to the front. It is pledged to aid the government, and holds in its membership many of the leading citizens of Philadelphia. The League has entertained Presidents and prominent men of the United States, as well as men of eminence from other countries.

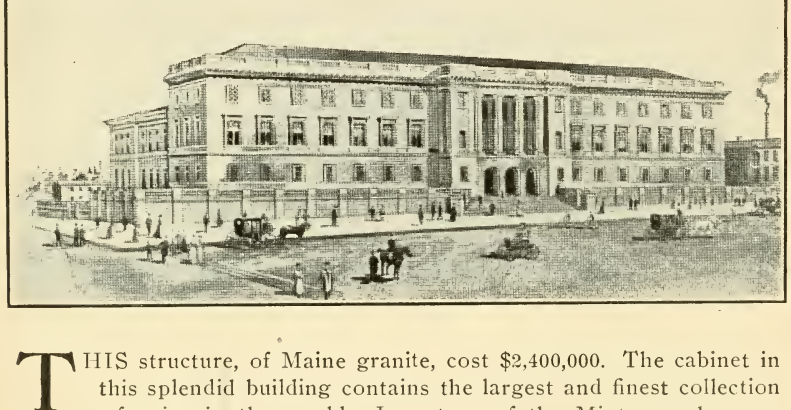
MASONIC TEMPLE

Northeast Corner of Broad and Filbert Streets

THE building is of pure Norman architecture, rising 95 feet from the pavement, while the massive granite towers, 250 feet high, help to form an imposing facade. The building is most sumptuously furnished, and is a fine example of the progressive spirit of the great order it represents.

THE NEW UNITED STATES MINT

Seventeenth and Spring Garden Streets



THIS structure, of Maine granite, cost $2,400,000. The cabinet in this splendid building contains the largest and finest collection of coins in the world. In a tour of the Mint may be seen the gold and bullion as they are received, on down through all the processes until they are stamped with the seal of the government—a process of surpassing interest. The Philadelphia Mint, which dates from 1792, was the first to be established in the United States.

FIRST THINGS IN PHILADELPHIA

The first pleasure grounds in the country were laid out in 1681, among them Center Square, adjacent to the site of this Store.
The first medical school was established here in 1751.
The first hospital, the Pennsylvania, was started in 1751.
The first lightning rod was set up in this city in 1752.
The first arsenal in the State formerly stood on the site of this Store.
The first High School in the country once stood on a portion of this site.
The first piano in the country was made in this city in 1775.
The first use of pneumatic cash tubes was in this Store.
The first law school in the country was opened in this city in 1790.
The first bank in the country, the Bank of North America, opened in 1783.
The first use of electric lights for stores was in this Store.
The first water works in the country were in Center Square, opposite the site of this Store.
Philadelphia is the first city in the world to have a fire pipe line.
The first store in the world to install 2000 telephones was this.
The first store in America to adopt simplified spelling was Wanamaker's.
The first store in the world to have an American Week was Wanamaker's.
The first store in the world to receive Marconi messages was Wanamaker's.
The first store in the world to receive telephone messages night and day was Wanamaker's.
The first Supreme Court was established in Philadelphia.

STORE COMFORTS AND HOW TO USE THEM

Visitors' Headquarters, Eighth Floor Rendezvous.

Public Service Bureau, Women's Waiting Room, Main Gallery.

Wireless Telegraphy and General Telegraph Station, Main Floor, where messages may be sent to all parts of the world.

Telephone Stations, in the Waiting Room on the Main Gallery or the Rendezvous, Eighth Floor. Telephones for public use are near every counter in the Store. These may be used free of charge from one part of the Store to another, and with the usual rates of toll outside the Store.

Post Office, Main Floor, where world-wide or special delivery stamps may be bought.

Women's Waiting Room, Main Gallery, or the Rendezvous on the Eighth Floor.

Great Crystal Tea Room, Eighth Floor.

Dairy, Subway Gallery.

Physicians and Nurses may be obtained, Eighth Floor, Thirteenth and Market streets.

Public Stenographers in the Waiting Room, Main Gallery.

Men's Lavatory, Subway Gallery; or Smoking Room, Eighth Floor.

Lost and Found Bureau, Subway Gallery.

Souvenirs of the City, near Post Office and in Book Store.

TOURS THROUGH THE STORE

This great building and business, alone of its kind in the whole world, repay a systematic tour with much of pleasure, interest and information. ASK FOR A GUIDE at the Rendezvous, Visitors' Headquarters, Eighth Floor.

LITTLE THINGS WHICH WILL HELP YOU

If you want to find anything in the Store and cannot, use one of the telephones and ask for "Information."

If you want to check a parcel, go to the Women's Waiting Room, on the Main Gallery, or Rendezvous, Eighth Floor.

If you want to know where to locate anything in the Store, look at the directories placed by the side of all elevators.

If you want a transfer, one may be obtained on the Subway Gallery or on the Main Floor. The transfer system secures a single settlement and simultaneous delivery of purchases made on the same occasion in various parts of the house. A transfer sheet may be used when it is desired that goods should be assembled from every part of the house and delivered together.

If you want a special delivery for a purchase, the assembling of goods is expedited by using a RED transfer. Customers wishing to carry goods home should insist upon a RED transfer being given them.

For points of interest outside of the Store, consult enclosed map; and you'll find this Store, with its central position, and its trolley and subway connections, north, south, east and west, an ideal point of departure.

The Installation of the

MARCONI WIRELESS TELEGRAPH SERVICE

IN 1878 the Wanamaker Philadelphia store was the first to be equipped with electric light.

Wanamaker's was the first store to install the telephone as an essential part of its service to the public; and later (1905) the all-night telephones.

In 1911, Wanamaker's, faithful to its aim continually to increase the public convenience, is the first store to be equipped with

Wireless Telegraph Service

These wireless stations are now formally dedicated to the public service as official stations of the Marconi Wireless Telegraph Company, and will be open for the receipt of messages during the hours the Store is open.

Messages will be received for steamers at the Western Union Telegraph office, on the Main Floor, Central, near the post office, in the Wanamaker Store. Communication can be had with ships 150 or more miles away whenever such steamers are fitted with a Marconi apparatus. Messages will be charged for at the regular rate, $2 for the first ten words, and 12c for every extra word. Address and signature free of charge. In case of ships at greater distances from this station, messages will be sent *via* the following stations at rates given here:

COAST STATION	Rate	No. of Hours Out	From Port of Arrival or Departure
Sea Gate, N. Y.	$2.00—12	4	New York
Philadelphia Pa.	2.00—12	4	Philadelphia
Cape May, N. J.	2.00—12	10	Philadelphia
Cape May, N. J.	2.00—12	24	Baltimore
Cape May, N. J.	2.00—12	10	New York
Virginia Beach, Va.	2.00—12	28	New York
Fernandina, Fla.	2.00—12	50	New York
Key West, Fla.	2.00—12	65	New York
Sagaponack, N. Y.	2.25—13	10	New York
Sagaponack, N. Y.	2.25—13	24	Philadelphia
Sagaponack, N. Y.	2.25—13	36	Baltimore
Siasconset, Mass.	3.00—18	24	New York
Siasconset, Mass.	3.00—18	36	Philadelphia
Siasconset, Mass.	3.00—18	48	Baltimore
Camperdown, N. S.	4.00—24	36	New York
Camperdown, N. S.	4.00—24	48	Philadelphia
Camperdown, N. S.	4.00—24	60	Baltimore
South Wellfleet, Mass.	5.00—50	60	New York
South Wellfleet, Mass.	2.00—12	12	Boston

Messages received from ships at the station will be delivered through land wires, the usual land toll being added.

Those having accounts with the Wanamaker Stores may have incoming or outgoing messages charged if they desire.

Incoming passengers from Europe may send orders to Wanamaker's *via* wireless, and we will care for them and, if desired, will have the goods at the ship on arrival.

Visitors who may be interested are invited to see the new Wireless Station, which is situated on the Eleventh Floor. Guides may be procured from Visitors' Headquarters in the Rendezvous, on the Eighth Floor, Central.

TAXICAB SERVICE

Wanamaker Unlimited 20 Per Cent. Discount

by which you can save one-fifth of the total amount of fare registered on the meter, WITHOUT LIMITATION, for any trip to or from Wanamaker's.

Telephone Walnut 3550 (Bergdoll Motor Car Company) or Filbert 1 (Wanamaker's), and a taxicab will be sent to you at any address. By dismissing this cab at the Store you save waiting charges, and another cab will be called for you when you are ready to leave.

The rebate coupon obtained from our uniformed attendant at the Juniper Street Motor Entrance, at the beginning or end of your journey, is accepted by the driver for 20 per cent. of the fare.

WANAMAKER STORE DIRECTORY

With Floor Numbers

ACCOUNTS, Main floor.
ADJUSTMENTS, Subway Gallery.
APRONS, 3 floor.
ARTISTS' SUPPLIES, 5 floor.
ART NEEDLEWORK, 2 floor.
AUDITORIUM, 2 floor.
AUTOMOBILE SUPPLIES, Subway Gallery.
AWNINGS, 4 floor.
BABY CARRIAGES, Subway floor.
BABY CLOTHES, 3 floor.
BAGS, GRIPS, Main floor.
BATHING SUITS (women's, 1 floor; men's, Main floor).
BLANKETS & SPRINGS, 5 floor.
BELTS, Main floor.
BICYCLES, Subway Gallery..
BOATS, Subway Gallery.
BOOKS, Main floor.
BASKETS, Subway floor.
BRASSES, 4 and Subway floors.
CAMERAS, Main floor.
CANDY, Subway floor.
CARPETS, 3 floor; MATTINGS, 3 floor.
CHECKING ROOMS, Main Gallery.
CHINA, GLASS, 4 floor.
CLOCKS, Main Gallery.
CLOTHING FOR MEN & BOYS, 1 floor.
COATS & WRAPS FOR WOMEN, 1 floor.
CONTRACTS, 3 floor.
CORSETS, 3 floor.
CREDIT BUREAU, Main floor.
CROCKERY, 4 floor.
CURTAINS, 4 floor.
CUSTOM TAILORING for women, 2 floor.
CUSTOM TAILORING for men, 1 floor.
CUT GLASS, 4 floor.
CUTLERY, SCISSORS, Subway floor.
CUTLERY, TABLE, Main & Subway floors.
DAIRY, Subway Gallery.
DECORATING, INTERIOR, 3 floor.
DIAMONDS, JEWELRY, Main floor.
DRESS GOODS, 1 floor.
DRESS SKIRTS, 1 floor.
DRESS TRIMMINGS, Main floor.
DRESSMAKING, 2 floor.
DRY CLEANING, Main floor.
ECCLESIASTICAL BUREAU, Main Gallery.
EGYPTIAN HALL, 2 floor.
ELECTRICAL SUPPLIES, Subway floor.
EMBROIDERY, ART, 2 floor.
EMBROIDERIES, Main floor.
ENGRAVING, STATIONERY, Main floor.
FANCY GOODS, Needlework, 2 floor.
FIRE SETS, Subway floor.
FLANNEL, 1 floor.
FRENCH ROOMS, 3 floor.
FURNISHINGS FOR MEN & BOYS, Main floor.
FURNITURE, 5 & 6 floors.
FURNISHED ROOM, 8 floor.
FURS, 2 floor.
FUR STORAGE VAULTS, 10 floor.

WANAMAKER STORE DIRECTORY

With Floor Numbers—*Continued*

GAMES, TOYS, Subway floor.
GAS STOVES, OIL, ELECTRIC, Subway floor.
GARDEN SEED, TOOLS, Subway floor.
GIRLS' SUITS, WRAPS, 2 floor.
GLASSWARE, 4 floor.
GLOVES, Main floor.
GO-CARTS, Subway floor.
GREEK HALL, 2 floor.
GUIDES' OFFICE, Main Gallery.
GUNS, Subway Gallery.
HAIR GOODS, Main Gallery.
HANDKERCHIEFS, Main floor.
HARDWARE, Subway floor.
HARNESS, 1 floor gallery.
HATS FOR MEN & BOYS, Main floor.
HORSE GOODS, 1 floor gallery.
HOSIERY & UNDERWEAR, Main floor.
HOUSEWARES, Subway floor.
HUNTING CLOTHING, GUNS, Subway Gallery
INFANTS' GOODS, 3 floor.
INTERIOR DECORATION, 3 floor.
JAPANESE GOODS, 4 floor.
JEWELRY & SILVERWARE, Main floor.
KITCHEN FURNISHINGS, Subway floor.
KITCHEN, Subway floor.
KODAKS, Main floor.
LACES, Main floor.
LACE CURTAINS, 4 floor.
LAMPS & ELECTROLIERS, 4 floor.
LAVATORY, women's, Main Gallery, 2, 4 & 6 floors.
LAVATORY, men's, Subway Gallery, 3 & 5 floors.
LEATHER GOODS, Main floor.
LINEN, HOUSEHOLD, ART, Main floor.
LINGERIE, 3 floor.
LINOLEUM & OIL CLOTH, 3 floor.
LOST & FOUND, Valuables, Main floor.
LOST & FOUND, Subway Gallery.
LUNCH CLOTHS, Main floor.
MATTRESSES & SPRINGS, 5 floor.
MANTELS & TILES, 3 floor.
MILLINERY, 2 floor.
MISSES' COATS, WRAPS, 2 floor.
MUSICAL INSTRUMENTS, 2 floor.
MUSLINS, 1 floor.
MUSLIN UNDERWEAR, 3 floor.
NAPKINS, TABLE LINENS, Main floor.
NECKWEAR, Main floor.
NEEDLEWORK, ART, 2 floor.
NOTIONS, Main floor.
NURSES' UNIFORMS, 3 floor.
OFFICE FURNITURE, 5 floor.
ORIENTAL RUGS, 4 floor.
OPTICAL GOODS, Main Gallery.
PAINTINGS, 5 floor.
PAPER, Crepe, Wrapping, Toilet, Subway floor.
PARIS JEWELRY, Main floor.
PARIS LINGERIE, 3 floor.
PARQUETRY FLOORING, 4 floor.
PATTERNS, 1 floor.
PERFUMERY, SOAPS, Main floor.
PETTICOATS, 3 floor.
PHONOGRAPHS, 2 floor.
PHOTOGRAPH GOODS, Main floor.
PIANOS, 2 floor.
PICTURES, 5 floor.
PILLOW CASES, 1 floor.
POCKETBOOKS, Main floor.
POST CARDS, Main floor.
POST OFFICE, Main floor.
REFRIGERATORS, Subway floor.
RESTAURANT, Subway Gallery.
RIBBONS, Main floor.
RUBBERS, Main floor.
RUBBER SUNDRIES, Main floor.
RUGS, DOMESTIC, 4 floor.
RUGS, STEAMER, Main floor.
RUGS, CARRIAGE, 1 floor Gallery.
SACQUES, 3 floor.
SCREENS, Folding & Porch, 4 floor.
SEWING MACHINES, Subway floor.
SHAWLS, 2 floor.
SHEET MUSIC, 2 floor.
SHIPPING BUREAU, Subway Gallery.
SHIRTS, Men's, Main floor.
SHIRTS, CUSTOM, Subway Gallery.
SHIRT WAISTS, FRENCH, 3 floor.
SHOES, Main floor; Children's Inexpensive, Subway Gallery.
SILKS, 1 floor.
SILVERWARE, Main floor.
SKIRTS, 1 floor.
SMOKERS' ARTICLES, Subway Gallery.
SODA FOUNTAIN, Subway floor.
SPOOL THREAD, Main floor.
SPECTACLES, Main Gallery.
SPORTING GOODS, Subway Gallery.
STATIONERY, FINE, Main floor.
STATIONERY, COMMERCIAL, Main & Subway floors.
SUIT CASES, Main floor.
SUITS FOR WOMEN, 1 floor.
TABLE DECORATIONS, Subway floor.
TALKING MACHINES, 2 floor.
TEA ROOM, 8 floor.
TELEPHONES, Main Gallery.
TELEGRAPH OFFICE, Main floor.
TICKINGS, 1 floor.
TILES & MANTELS, 3 floor.
TOILET ROOMS, Women, Main Gallery, 2, 4 & 6 floors.
TOILET ROOMS, Men, Subway Gallery, 3 & 5 floors.
TOILET GOODS, Main floor.
TOYS, Subway floor.
TRANSFER BUREAU, Subway Gallery.
TRIMMINGS, DRESS, Main floor.
TRUNKS, Subway Gallery.
UMBRELLAS, Main floor.
UNDERWEAR, Knit, Main floor; Muslin, 3 floor
UPHOLSTERY, 4 floor.
VALISES, Main floor.
VEILINGS, Main floor.
VELVETS, Main floor.
VISITING CARDS, Main floor.
WAISTS, Fancy, 3 floor; FRENCH, 3 floor.
WATCHES, Main floor.
WALL PAPER, 3 floor.
WHITE GOODS, Main floor.
WICKER FURNITURE, 6 floor.
WAITING & WRITING ROOMS, Main Gallery.
WRAPS, Women's, 1 floor; GIRLS, 2 floor.
WRAPPERS, 3 floor.
YARNS & ZEPHYRS, 2 floor.

This Store is Never Closed to the Telephone

DOBBS BROS.
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